

ABSTRAK

Penelitian ini dilatarbelakangi oleh tingginya jumlah kunjungan wisatawan di Kota Cirebon. Sedangkan, pengembangan daya tarik wisata unggulan yaitu wisata budaya dirasa masih minim dan terjadi kesenjangan antar daya tariknya. Tujuan penelitian untuk mengidentifikasi fasilitas daya tarik wisata, karakteristik wisatawan serta strategi pengembangannya. Penelitian ini termasuk kedalam penelitian deskriptif menggunakan metode survey. Pengambilan sampel dilakukan dengan cara *accidental sampling* yang berjumlah 100 orang responden wisatawan yang tersebar di 5 daya tarik wisata budaya yaitu Keraton Kacirebonan, Kanoman, Kaprabonan, Kasepuhan dan Tamansari Goa Sunyaragi. Teknik pengumpulan datanya menggunakan observasi, angket, wawancara, studi pustaka serta dokumentasi. Analisis data menggunakan *scoring* untuk melihat kelas fasilitas daya tarik, persentase untuk melihat kecenderungan wisatawan serta SWOT untuk strategi pengembangan. Hasil penelitian menunjukkan bahwa fasilitas daya tarik wisata budaya di Kota Cirebon memiliki keunggulan yang terdapat diantaranya seperti letak yang strategis, keindahan dan aksesibilitas yang mudah dijangkau. Selain itu, keunikan seperti tata letak bangunan dan berbagai benda peninggalan bernilai luhur menjadi daya tarik yang menawan. Wisatawan yang berkunjung hampir seluruhnya berasal dari Pulau Jawa dengan dominasi berasal dari Cirebon dan Jawa Barat. Namun, terdapat wisatawan luar daerah seperti Aceh, Lampung, Jambi hingga Kalimantan Barat. Ini menunjukkan persebaran wisatawan yang baik. Pengelolaan daya tarik wisatanya semua dilakukan oleh pihak keluarga keraton selaku pemilik tempat, hal ini menyulitkan pemerintah untuk ikut andil dalam pengembangan. Salah satu strategi pengembangannya adalah memanfaatkan kelemahan yang ada berupa kurangnya perhatian pada daya tarik wisata Keraton Kanoman dan Kaprabonan untuk mengantisipasi ancaman yang akan timbul yaitu konsolidasi yang kurang baik antara Disporbudpar dengan keraton kedepannya. Hal tersebut dilakukan untuk lebih menekankan kerjasama dan kolaborasi sehingga dapat mengembangkan daya tarik wisata budaya di Kota Cirebon lebih baik lagi.

Kata Kunci: *Budaya, Persebaran, Strategi, Wisata*

ABSTRACT

This research is motivated by the high number of tourists in the city of Cirebon. Meanwhile, development of tourist attraction featured ie cultural tourism it is still minimal and there is a gap between its appeal. The aim of research to identify the facility a tourist attraction, traveler characteristics and development strategy. This study included into descriptive study using survey methods. Sampling was done by accidental sampling of the 100 respondents rating scattered five cultural attractions are the Palace Kacirebonan, Kanoman, Kaprabonan, Kasepuhan and Tamansari Goa Sunyaragi. Techniques used in data collection observation, questionnaires, interviews, literature study and documentation. Analysis of data using pengharkatan to see the appeal grade, the percentage of travelers to see the trend as well as descriptive for the management system. The results showed that the facilities cultural attractions in the city of Cirebon has the advantage that there is such as strategic location, beauty and accessibility within easy reach. Moreover, the uniqueness such as the layout of buildings and various relics worth sublime into a charming appeal. Data analysis using scoring to see the facility grade appeal, the percentage to see the trend of tourists and SWOT for strategy development. The results showed that the facilities cultural attractions in the city of Cirebon has the advantage that there is such as strategic location, beauty and accessibility within easy reach. Moreover, the uniqueness such as the layout of buildings and various relics worth sublime into a charming appeal. Tourists visiting almost entirely from Java Island and domination from Cirebon, West Java. However, there is tourist regions such as Aceh, Lampung, Jambi until West Kalimantan. It shows the distribution of good travelers. Management of all the tourist appeal made by the royal family as the owner of the place, it is difficult for the government to contribute in the development. One of the development strategy is to utilize the existing weaknesses include lack of attention to tourist attraction Kanoman and Kaprabonan to anticipate threats that will arise that consolidation is not good between the palace and Disporbudpar in the future. This is done to emphasize the cooperation and collaboration in order to develop cultural tourist attraction in the city for Cirebon better.

Keywords: Culture, Distribution, Strategy, Tourism